

**CLASSIFIED**  
COLUMNS OF OPPORTUNITIES**TAXI-TRUCK COVERAGE**

Taxi cab and long haul trucks insured. You can pay by the month. F. H. Murphy Insurance Agency. 21c July 8-15

**ELECTRIC SERVICE**

Motor rewinding, appliance repair, commercial wiring. Service Electric, located at forks of the Florida-Enterprise highway in Opp. Phone 539-12. P. O. Box 100. George Kilcrease, service men. 31p July 1-15

**FOR SALE**

One Kenmore 5 burner oil range. Table top built in oven and storage drawer. Perfect operating condition. Less than one year old. Used very little. Good as new. \$30 cash. Dorsey Bros. Chev. Inc. 21c July 1-8

**SAVE 40 PER CENT**

Want to save up to 40 per cent

**How Advertising helps you**  
BY CHARLES B. ROTH**What Do You Know?**

You have heard it many times. "What do you know?" It is a common everyday American greeting. It would be a good idea if each of us would ask ourselves the question, "What do you know?" and add to it this phrase: "For the cause you have advertising to help you!"

You would be astonished if you were to check on your store of knowledge to find out what much of what you know does trace to the ads you read in the newspapers. For the newspaper has become the great fountain of knowledge.

For example, how far would "new" things like radio and TV, vacuum cleaners, aminated toilet paste, chlorophyll, vitamins, hormones, wonder drugs, popular best sellers, modern furniture, and whatever else you might want to name, have gone without the power of advertising?

Before advertising entered our lives so strongly, so frequently it took years for a new idea to "take hold." Now new ideas are taking hold almost every night. There

has never been a limit to the capacity of the American public to absorb new ideas. There was, until advertising developed fully, a limit to the number of new ideas which could be presented to the American public.

Of late years there has been a craze for European cars, and a new breed of Americans who spurn anything made in America and term it "Detroit iron."

While there is unquestioned merit in many of these imported automobiles, their design or lines somewhat resemble the lines of cars which Americans were exporting about in 1925.

One of the reasons for the continued acceptance of these old lines, to take only one example, by Europeans is that they haven't had advertising to teach them what's new.

But here in America, with the force of advertising pushing us to the new, always we seek, we have no chance to become static or content.

Argue as much as you like about whether that's good or bad, the fact remains America is ahead of the world—in practically every thing!

**THIS IS IT!!**  
**Our Annual Summer CLEARANCE****NOW IN PROGRESS!!**

Every Item in Our Store REDUCED!!

WHEN WE SAY SALE, WE MEAN SALE!!

Men's—Size 28-46 175

Summer Slacks

Ladies Dresses

REDUCED UP TO 75%

In other words, we mean to sell them!!

Uncuffed—Reg. \$6.95

Men & Boys

Ladies T-Shirts

97c

79c

Men & Boys

Ladies Terry Cloth Shorts

97c

79c

Ladies Short

Pajamas

\$1.99

Reg. \$2.98

THE FAMOUS

Saony Sport Wear

Reduced

Skirts, Shorts, Halters, Pedal

Pushers, Slacks and Jackets

Bathing suits, slips, blouses, belts, shoes and many

other items you might need.

DE VANE'S

Elba Exchange Bank

Elba Exchange Bank

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**Kinston News**

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Mr. & Mrs. J. A. Anderson of Winter Garden, Fla. are spending this week and next with Mrs. R. B. Cohn here and in Brewton.

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Mr. & Mrs. Jerome Kimbro of Birmingham spent the weekend with their parents, Mr. & Mrs. J. L. Kimbro here and Mr. & Mrs. Claude Kilcrease of Santee, S. C.

Weekend guests of Mr. & Mrs. Berry Clark were Mr. & Mrs. Fred Clark and infant son, James. John of Montgomery, Mr. & Mrs. Ernie Cain and Rex of DeFuniak Springs, Fla., Mr. & Mrs. Robert Colquett and boys of Frisco City and Mr. & Mrs. Floyd Phillips of Opp. All of the group except the Colquett family spent Monday on the coast.

Mr. & Mrs. W. R. Carr Jr. of Opelika spent the weekend with Mrs. Carr's sister, Mrs. H. H. Brabderly and Mr. Brabderly.

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**MOST Cordial in Birmingham**

200 ROOMS

Favorite host of travelers coast to coast. 200 suites, air-cooled and air-conditioned rooms. Large, comfortable meeting rooms. Maximum in service—Alabama Style.

Rates from single \$3.50 double \$5.50

**MOLTON**

Featuring the MOLTON GRILL

507 N. 20th St.

## 50 Years Ago in Elba

By C. B. McDowell

Chief Justice Alton B. Parker of New York State Court of Appeals, was nominated for president of the United States by the Democratic National Convention. But one roll call was necessary and so decisive was the result that contrary states began to call for recognition and the ball finally resulted in a unanimous vote for the New Yorker.

The scene was dramatic to the extreme. Darkness had witnessed the gathering of the Democratic hosts, but broad daylight, the sun hailing the electric lights, witnessed the close. In that time eight names were presented to the convention.

Nominating a second speaker was made in the case of William Jennings Bryan, who in one of the most dramatic situations ever witnessed in a political gathering, addressed the convention and concluded the nomination of Sen. Francis M. Cockrell, the favorite son candidate from Missouri. Bryan received the third great ovation accorded during the convention. Parker 658 votes out of the 667 needed to nominate, and before Idaho, Nevada, Washington and other states made changes to the Parker column.

Governor Dockery of Missouri moved to make the nomination unanimous which carried amidst increasing cheers. The Alabama delegation voted unanimously for Parker. Senator Davis of Virginia received the necessary two-thirds majority of votes for vice president on the first ballot. So the Democratic nominees for President and vice-president are Parker and Davis.

50 Years Ago

Mayor Buck had a lively court Monday. One defendant was discharged and three other contributed \$6 each to the city treasury. All were Negro boys who wanted to fight but didn't get off lightly.

## how Advertising helps you

BY CHARLES B. ROTH

**GI's Missed Ads**

EVERY now and then someone comes along and says that what we need in this country is less advertising. Look at the magazines, he points out, mostly all ads. Listen to radio, watch TV—nothing but commercials. And the newspapers—how nice it would be to read a newspaper without ads.

But would it? Would address magazines and newspapers be more interesting than those we have at present?

Well, let's not guess at such things. There is no need of it. This idea had a full-scale test during World War II and in Korea on the most alert segment of American life.

They were given a completely "adless" existence. The newspapers they read, except the home town papers that were sent them, had no ads. The radio shows that were brought to them were without benefit of commercials.

Were they happy about it? They were not. They actually, in many cases, petitioned their commanding officers to bring them some advertising. It's the one thing from

home they said they missed most. This sounds astonishing at first, but actually it is not. We in this country have come to look upon the ads in our newspaper as just as much an integral part of the newspaper as our favorite features, our favorite comic, or the daily news.

In a practical way the ads are more of a part of our daily lives than these features, comics, or the news. We are interested in those all right, but they do not touch as intimately our daily lives as the things we buy.

From time to time in certain large cities there have been printer's strikes, and the newspapers have had to produce without advertising. Reader interest at such times dropped almost to nothing, for the readers, like the GI's, have come to realize that the ads in the papers carry as much important in their daily lives as anything else that enters them.

Advertising not only saves you money, gives you convenience, but adds interest to your life as well!



## Legal Notices

South Alabama Electric Cooperative, Inc., Troy, Alabama. Notice of Annual Membership Meeting.

The regular meeting of the membership of South Alabama Electric Cooperative, Inc., will be held on Tuesday, July 27, 1954 beginning at 8:30 A. M. at the

Troy Municipal Airport Hangar, Montgomery Highway, Troy, Ala. Pike County, State of Alabama, for the purpose of taking action upon the following matters:

1. Elect a Board of Trustees.
2. Consider amendments to Article VII, Section 2 of the by-laws.
3. Transact any other business that may properly come before said meeting.

S. J. A. Young

J. A. Young, Secretary Board of Trustees. Attest: 100w June 27-July 15

**TO WHOM IT MAY CONCERN:**

This is to certify that I, Zelma Devane, as Tax Collector of Coffee County, Alabama, did under oath under section 178 of the Revenue Code of 1939 report the following records of this office as a list of Insolvents to the State

## SHORT STORY

### Paper Shroud

By Ray Trail

BARNABY BATES and his brother Jed closed the iron gate of the Cartersville Cemetery behind them and carried their matted and spade up the path that led to the newly-dug grave.

"We'll have to work fast," he told Jed. "Ain't much time left before daylight."

Jed, the younger and stronger of the two brothers, gripped his spade and leveled the mound. Jed watched him closely. "How do you know the old lady's money is buried with her?" he asked.

"I told you a dozen times, that's the way she wanted it. They say she even had some of it stitched together like a gown and wrapped around her."

"I don't know," mused Jed. "I hope you know what you're doing. I hope Tyler ever finds out it was us did this."

"I ain't worried about no Sheriff. Everybody knows she was buried with all her money. They say the

## THE ELBA CLIPPER

Entered at the post office at Elba, Alabama, as second class matter, under the Act of Congress of March 8, 1879.

**SUBSCRIPTION RATES**

In Alabama One Year	\$2.00
In Alabama Six Months	\$1.25
Out of Alabama—One Year	\$3.00
Out of Alabama—Six Months	\$2.00

Editor: J. E. Cunningham  
Secretary-Treasurer: J. E. Cunningham

**PUBLISHED EVERY THURSDAY**  
Established in June, 1896

## Final Plans Nearing Completion for Annual Covington Electric Co-op Meeting July 24

Final plans were nearing completion this week for the annual members meeting of the Covington Electric Cooperative, which will be held at the Andalusia Municipal Stadium Saturday afternoon, July 24.

The meeting, an annual event, is expected to draw several thousand persons.

The Covington Electric Cooperative presently is providing electric service to almost 6,000 members in Covington, Coffee and Crenshaw counties.

During the meeting, Co-op members will elect a five-man Board of Trustees to serve during the coming year, hear reports of progress made by the Cooperative and transact other business.

In addition, each co-op member registering will receive a 150-watt electric light bulb free. One of the highlights of the business session will be an address by an outstanding speaker.

Registration of members will begin at 12 noon, with the entertainment program starting at 7 P. M. The business session will follow the entertainment.

## BUSINESS DIRECTORY

**Old Shoes Can Look Like New Shoes**

It is often a relief to put on an old pair of shoes especially if they have been kept in good repair with firm soles and straight heels. There is so much satisfaction in knowing that your shoes always look neat and ready to wear. You can stay within your shoe budget by depending on Rushing for regular shoe repair.

**RUSHING SHOE STORE**  
Across from Bus Depot

**We are Distributor for**

- ★ Champion Spark Plugs
- ★ Seiberling Tires & Tubes

**Wholesale or Retail Closed Sundays**

**Elba Oil Company**  
Connie Hudson, Rt. 2, Elba

**It's in the Bag!!**

What's in the Bag!!

**TOP-QUALITY REFRESHMENTS**

When You Get Them at

**JACK'S PLACE**  
Opp. Elba Highway  
"Your Refreshment Center"

**★ Dry Goods**  
**★ Hardware**  
**★ Groceries**

Your General Store Invites you to Trade with Them

Robert Hussey, Jack

**Elba Mercantile Co.**

A complete selection of birthday greeting cards is on display at The Clipper.

**TO Buy, Sell or Rent A HOUSE**

**S & S Real Estate**  
Sam Sawyer  
Phone 397 or 301 SEE

**INDEPENDENT**

- ★ GAS
- ★ OIL

U. S. Royal Tires Auto Accessories

**Veteran Auto Parts**  
Dial 255

**Schedule of Coming Events**

BUY AND SELL Through Clipper WANT ADS

Three names of Clipper subscribers will appear in ads in the Business Directory each week. Persons whose names are printed may receive a pass to the Elba Theater by calling at The Clipper office any time before the next paper is printed.

**MONEY TO LOAN**

- ★ City Property
- ★ Farm Property

**RAINER AND RAINER Insurance Agency**  
Phone 359 Elba, Alabama

**You Do Not Have To Flip A Coin To Tell WAYNE FEEDS Are the Best**

**TAYLOR WAREHOUSE**

**RADIATOR REPAIR SHOP**

- Recoring
- Rodding Out
- Any kind radiator repair work done.

**CHAPPELL'S GARAGE**  
Across from Methodist Church

**Tomorrow's Forgotten Man, Failed to Advertise Today. List Your Business in The Clipper's New Business Directory.**

**Fuller's Radio Shop**

Years Experience

In Radio Repair Work—Small Appliances

Expert Repairs on

- Record Players
- Radios

Located in Old Talley Cafe Elba, Ala.

**L & L SHOPPE**

Nationally Advertised Ladies Ready-to-Wear

Jean Duran Children's Dresses

Infant's Dept. Phone 243 E. D. Harrelson, Rt. 5

**WALTER T. KELLEY**

Walter T. Kelley, Jr., son of Mr. & Mrs. G. S. Kelley, Rt. 5, Elba, is completing his Air Force basic military training course at Lackland Air Force Base.

Tax Commission and Board of Revenue during the month of June Term 1953 and that the same were passed on and determined by the Court as such. Lester's OK Rubber Works.

Alton Byrd Clio Adkinson White Water Lumber Co. M. L. Tillman Bob and Jean Cafe Huey's Jewelry N. W. Johns W. O. Parker C. H. Miles Joe P. Martin Alabama Comp Apparel Co. S. M. Aronson

Given under my hand and seal of office, this 6th day of July, 1954.

Zelma Devane, as Tax Collector of Coffee County, Ala.

**LEGAL**

State of Alabama Coffee County

Default having been made in the terms of a mortgage executed to the undersigned by Lathin Kyles Jr. and Odessa Kyles on the 25th day of April, 1953, which said mortgage is recorded in the office of the Probate Judge of Coffee County, Alabama, in Record Book 12-A on page 392, and said default continuing, the undersigned will sell at public outcry for cash to the highest bidder in front of the courthouse of said county between the legal hours of sale on the 2nd day of August 1954, the following described property, to-wit:

Lot No. 47, Block 4, Mulberry Heights Subdivision, Elba, Alabama, including house thereon. Said sale is made for the purpose of paying the mortgage debt and cost and expense of foreclosure.

Elba Exchange Bank Pittman & Brunson, attorneys 137w July 8-22

**WOODROW MORGAN**

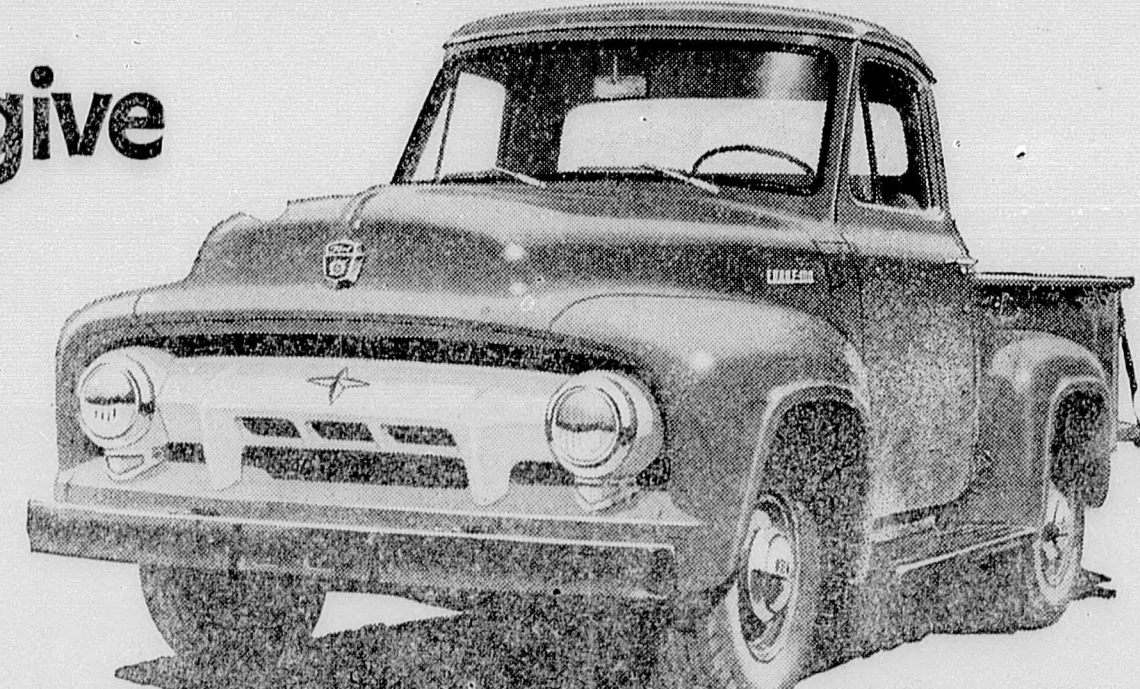
Sic. Woodrow Morgan, son of Mrs. Mattie Morgan of Rt. 2, Elba, has been assigned to Co. A, 1st Special Troops Bn. Fort Benning, Ga. While at Ft. Benning, Sfc. Morgan will be assigned to the post signal supply section.

**WESTERN AUTO ASSOCIATE STORE**

Home Owned and Operated

**Foy W. English**

# What a deal we can give you on—



America's most economical Pickup—the new Ford F-100 with 115-hp. Six 61-1/2 ft. pickup box has 45-cu. ft. capacity. Fully automatic Fordomatic Drive, gas-saving Overdrive and Power Brakes available at extra cost.

## AMERICA'S MOST ECONOMICAL PICKUP!

**Only the new FORD Pickup gives you all these features!**

No other pickup truck in the 1-1/2-ton field, regardless of price, offers you all of these time-saving, money-saving features!

Only Ford has the **Driverized Cab** with these exclusive features that cut driver fatigue, help the driver to do a better job: widest one-piece windshield in any truck; widest seat, widest opening doors; exclusive built-in seat shock absorbers; exclusive "free-breathing" woven plastic upholstery that's cooler, non-sticking.

Only Ford offers a choice of five transmissions—widest range in the 1-1/2-ton field—to fit your truck to your job.

Only Ford offers vacuum-boosted Power Brakes at worth-while extra cost for up to 25% easier stopping.

Ford gives you a choice of Six or V-8 engine!

Ford develops over half a horsepower for each cubic inch of displacement, in both V-8 and Six, for gas-saving economy!

Bring your old truck in today! It's worth a mint of money when you trade it for a new

## FORD F-100 PICKUP

Your old truck will never bring you more than the allowance your Ford Dealer is ready to give you if you trade now for a new Ford F-100 Pickup. The Triple Economy of Ford's Gas-Saving Power, Driver-Saving Ease, and Trip-Saving Capacities will save you money from the very first day of ownership and every day thereafter. To make the best of a real bargain, see your Ford Dealer—today!

## FORD TRIPLE ECONOMY TRUCKS

# CANNON MOTOR CO.

SALES ELBA, ALA. SERVICE

**... A DEEP AND ABIDING FAITH LESSENS SORROW**

A serene belief in eternal life softens the sorrow of parting. To symbolize the solace of this enduring faith is our endeavor in conducting every funeral entrusted to us.

**Perfect Funeral Service**

**Emergency Aid Funeral Home**  
Elba—Phone 444 Brantley—Phone 82

**DIXIE LAND DRIVE-IN**

LOCATED ON OPP. ELBA HIGHWAY  
ADMISSION: 40c

Show Begins at 7:30 P. M.

For the Latest and Best Pictures Visit Dixieland

Weds.-Thurs., July 14-15  
**WAR ARROW**  
Jean Chandler  
Maureen O'Hara

Weds.-Thurs., July 21-22  
**Burt Lancaster His Majesty O'Keefe**

Five Big Days Friday-Saturday Sun.-Mon., Tues. July 16-17-18-19-20  
**THE ROBE**

★ Richard Burton  
★ Jean Simmons  
★ Victor Mature  
★ Michael Rennie

Weds.-Thurs., July 21-22  
**GO MAN, GO!**  
World Famous Harle M. Globetrotters and Dane Clark











Get in on the **BIG TREASURE HUNT!****STOKELY WEEK SALE**

Come in now and save at Piggly Wiggly's ANNUAL SUMMER SAVINGS EVENT. Another carload of STOKELY'S finest foodstuffs to save you money. Come to Piggly Wiggly for more savings on food!!

**ANOTHER WEEK of PIGGLY WIGGLY'S BIGGEST SUMMER SALE**

STOKELY'S FINEST

**PEACHES**

Sliced or Halves

303 Size

Two Cans

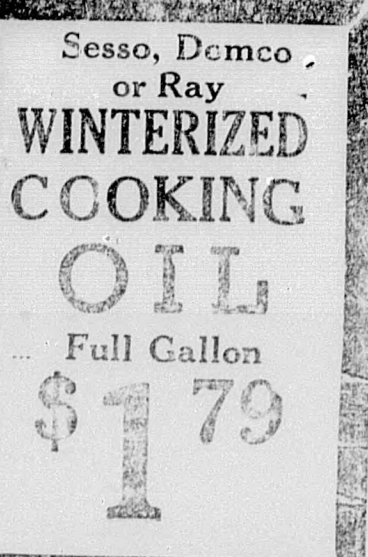
**39c**

STOKELY'S FINEST TOMATO

**CATSUP**

14 oz Bottle

Two Bottles

**35c**

Sesso, Demco or Ray  
**WINTERIZED COOKING OIL**  
Full Gallon  
**\$1.79**



STOKELY'S 303 Can

**TINSY LIMAS****29c**

STOKELY'S 303 Can

**PARTY PEAS****25c**

STOKELY'S 303 Can

**Sliced Beets****15c**

STOKELY'S 303 Can

**Apple Sauce****23c**

STOKELY'S 303 Can

**Fruit Cocktail****27c**

STOKELY'S 303 Can

**Van Camps Beanee****WEANEES****25c**

STOKELY'S 303 Can

**Van Camp Spanish****RICE****21c**

STOKELY'S 303 Can

**Van Camp, 303 Can****HOMINY****19c**

STOKELY'S 303 Can

**Van Camps Beanee****WEANEES****25c**

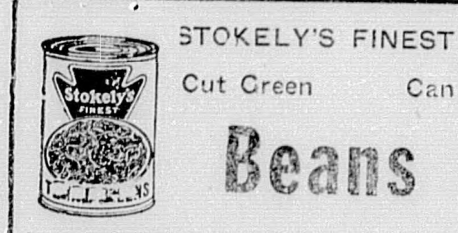
STOKELY'S 303 Can

**Van Camp Spanish****RICE****21c**

STOKELY'S 303 Can

**Van Camp, 303 Can****HOMINY****19c**

STOKELY'S 303 Can



STOKELY'S FINEST

Cut Green Can

**Beans****21c**

STOKELY'S FINEST

Crushed or Sliced 303 Can

**Pineapple****25c**

STOKELY'S FINEST

Chopped

**TURNIPS****15c**

STOKELY'S FINEST

Chopped

**Van Camps Beanee****WEANEES****25c**

STOKELY'S 303 Can

**Van Camp Spanish****RICE****21c**

STOKELY'S 303 Can

**Van Camp, 303 Can****HOMINY****19c**

STOKELY'S 303 Can

**Van Camps Beanee****WEANEES****25c**

STOKELY'S 303 Can

**Van Camp Spanish****RICE****21c**

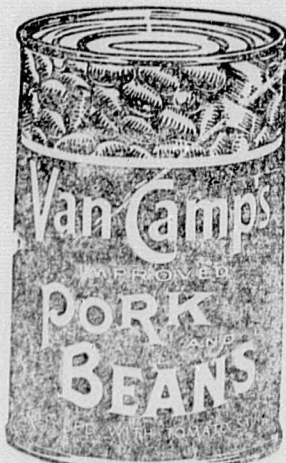
STOKELY'S 303 Can

**Van Camp, 303 Can****HOMINY****19c**

STOKELY'S 303 Can

**Van Camps Beanee****WEANEES****25c**

STOKELY'S 303 Can



Van Camp

**Pork & Beans****10c**

No. 300 Can

**15c**

No. 2 Can

**21c**

Van Camp Corned Beef

**HASH****29c**

Van Camp Red

**BEANS****15c**

Van Camp Oven Baked

**BEANS****19c**

No. 300 Can

**Van Camps Beanee****WEANEES****25c**

STOKELY'S 303 Can

**Van Camp Spanish****RICE****21c**

STOKELY'S 303 Can

**Van Camp, 303 Can****HOMINY****19c**

STOKELY'S 303 Can

**Van Camps Beanee****WEANEES****25c**

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**Van Camps Beanee****WEANEES**